

A person wearing a blue long-sleeved shirt and blue jeans is sitting on a couch. They are holding a white pen in their right hand and writing in a red notebook. The background is a blurred indoor setting with a white plant. The text "27 Ways to THANK YOUR Customers" is overlaid in blue serif font.

27 Ways to THANK YOUR Customers



Introduction:

Most businesses spend an enormous amount of time & effort to attract new customers but **keeping** customers is a better way to grow a business! One way of keeping your current customers is by showing your appreciation for their loyalty. A simple, heartfelt “Thank You” is a good start but it’s been my experience that most businesses do not use the words “Thank You” nearly enough!

Maya Angelou - *"I've learned that **people** will forget what you said, **people** will forget what you did, but **people** will **never** forget how you made them feel."*

In order to help you get started on your gratitude journey, I’ve created this e-booklet filled with practical suggestions for expressing gratitude to your customers. Each suggestion can be translated into various business situations – it may just take some imagination.

Remember – every attempt at giving thanks should be **heartfelt, personalized, and unexpected**. Learn to incorporate gratitude into your marketing strategy – daily!

Love your customers Boost your profits!

1 ● Send your customers a Thank-You note

When was the last time you received an old-fashioned thank-you note in the mail? It made an impression upon you – right?

If you spend a little time creating a personalized note, your customer will recognize this and it will have great impact!



2 • Have coffee (or lunch) with your customer

Spend some time with you customer learning something new and personal. Ask about the successes and troubles they are having.

Today, you can invite people to a ‘virtual’ coffee break with you over Zoom or Skype.

You will be able to serve them better and they appreciate the time you spent with them!



Courtesy of SendOutCards

2. If you can't take them for coffee, send them a gift card for coffee on you!

If you don't live in the same city as your customer or scheduling is too difficult, sometimes it's just the thought that counts! A \$5 or \$10 gift card to Starbucks or Tim Hortons has a lot of impact – especially when it's unexpected!

Thank
you!

3 ● Educating customers is another way to strengthen relationships and gain their trust.

Surrounding yourself with other experts positions you as an expert in your field and it shows your customers that you are willing to add value to their experience with you. Let's say you are a financial advisor, bring a lawyer or notary to give an expert talk about wills. You will be providing added value and your customers will appreciate your efforts.

For online businesses, educational webinars, free white papers or free coaching all adds to their experience with you.

Don't be afraid to give something away – gratitude = paying it forward!



4. Wow, one customer at a time!

Not everyone has a big budget to spend on thanking customers. But which do you think gets you more bang for your buck? Lavish one customer with a \$500 gift, or \$50 on 10 customers?



The one customer who received the \$500 gift will tell MANY more people about his over-the-top experience. He will tell this story to his friends, relatives and business associates again and again!

The amount you spend on the ONE customer is all relative to your business and to your situation!

But just remember – the idea is to make a lasting impression! Great mileage for a smaller budget!

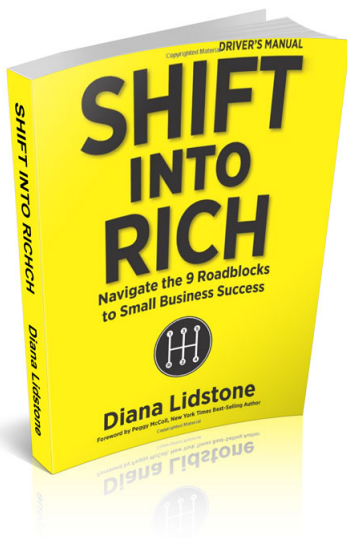
5. Send your customers books!

Over the years, you have probably read some wonderful personal development books such as “How to Win Friends & Influence People”; “The Thank You Economy” or “The 21 Irrefutable Laws of Leadership”.

Of course, you could write a book (like I did) and send them a copy of it!!

These books offer an insight as to what is important to your company and also opens other lines of communication.

A great gesture would also be to inscribe the inside of the book with the customer’s name or to include a personalized note.



6. Throw a party!

Everyone loves a party and customers are no different. Whatever it is make it special – picnics, wine tasting, barbeque, bowling, etc Customer appreciation events can take many forms – be imaginative! . Have fun!



Courtesy of Africa Studio

7 ● Start a loyalty program.

Invite your most loyal customers into a VIP rewards program. They don't have to be complex; just a simple discount will do! Retailers, coffee shops and even on-line retailers have had great success with these types of programs!

Loyalty programs can take many forms – coupons included in birthday cards, discounts on upcoming purchases, frequent purchase cards, etc. Special Days for your top 20%.

The possibilities are endless!



8. Reward social media customers

With amount of use of social media such as Facebook, Twitter, Pinterest etc., you can reward your social media followers with special 'web' only discounts and announcements, exclusive promotions, etc.

On-line or in-store contests are also great customer engagement rewards.



9 • Celebrate a major business milestone.

Your customers helped you achieve your milestones so ask them to participate in your celebration. Whether it's the 100th 'Like' on facebook, or the 10 millionth production piece, it is still worth celebrating!

I remember attending an event put on by a friend of mine. Her company hit a production number (1 million of anything is impressive). So she hosted an event where she invited press, family, customers, sales reps, etc. for a 2-day event including dinner, plant tours, children's events, etc. Very well received by everyone.

Customer appreciation events can take many shapes and can be spurred by any variety of 'excuses'!





10. Hold special events after hours.

Many years ago in our local town, we started a new tradition -- a Holiday Season launch with the lighting of the town Christmas tree. The whole retail business core stayed open late; offered special hot drinks & snacks; and special discounts. It was a huge success and the tradition has continued.

Another great evening for retailers is a women's evening! Serve wine and watch the fun.

One financial advisor I knew held a 4-week educational event for women with special guests speakers, dessert & coffee once a week. Although it was 'educational', the women had fun and looked forward to each week!



11. Make them laugh!

In my local networking group, we have several very creative individuals; I'm sure you have them in your business too. Each week, one of these individuals would post on our group facebook page a photoshopped picture of someone on a famous movie star's body when they won the week's special speaking award – Oscar! You get the idea!

Paying special attention to customers who have added to the value of your business is just good business!



12. Give away something!

EVERYONE love receiving gifts. Whether they are branded items such as usb keys, logo water bottles, mugs or baseball caps, customers like receiving useful items. One of my new favorites is a branded glass-cleaning cloth!

One office supply store that I deal with, sends a small bag of jelly beans with thank you note in each order! What's your give-away?



13. Give them a discount, for no reason.

There are many ways of giving customers discounts. In a retail store, sometimes it's difficult to give a discount to one customer in line, without the others being insult. Simply send them a note and include a discount on their next purchase.

The other day, I was in a new store and spent some time talking to the owner. When I made my purchase, the amount seemed a little low. Upon checking the receipt, I noticed she had given me a discount – what a nice surprise!



14. Provide superior customer service – every single day!

Outstanding customer service is the best reward! Ever notice how surprised you are when you contact a business, and a REAL person answers the phone immediately! Or a sales person is actually knowledgeable about their product or service.

Customer Service
Is not a Department
It's an Attitude

15. Honor an achievement.

Your customers are people; and people like to be recognized. If one of your customers earns an award, special honor, etc. recognize them for their accomplishment. It can be as simple as picking up the phone and calling them; sending flowers or even a greeting card.

They earned it – make them feel special.



16. Give a charitable gift.

Sometimes clients, especially older clients, don't want to receive things. However, they would be happy to have you make a contribution to their favorite charity!

Each year, a local financial advisor donated to a local soccer club in the name of one of his top clients! Everyone was a winner.

Giving to charities is heartwarming and says something about your company's values!



17 ● Help them.

There's nothing like being able to help someone (or to have someone help you).

If your customer has a business – can you send some business their way? A referral? A testimonial? A Google review? Joint venture? By joining up with your customer, you tell others that you trust them! That will help them build relationships with others and grow their business!

If your customer has a personal problem – can you find someone to solve their problem? A new doctor? Someone to babysit?

By helping someone solve a problem, they will be grateful to you. The law of reciprocity then comes into play.

You have
two hands.
*One to help yourself,
the second
to help others.*

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18. Listen

Now that sounds simple, right? But truly listening is an art and a rare one at that. Look them in the eye; offer feedback; and perhaps a constructive suggestion.

Listen to the happy customers and to those that are dissatisfied! They both have something to say!

God gave us two ears and one mouth!

ACTIVE LISTENING SKILLS

3. **OBSERVE**
Non-Verbal Behavior
4. **FOCUS**
Don't do anything else while listening
5. **ACKNOWLEDGE**
Acknowledge the message, even if you don't agree with it
6. **RESPECT**
Let the speaker finish

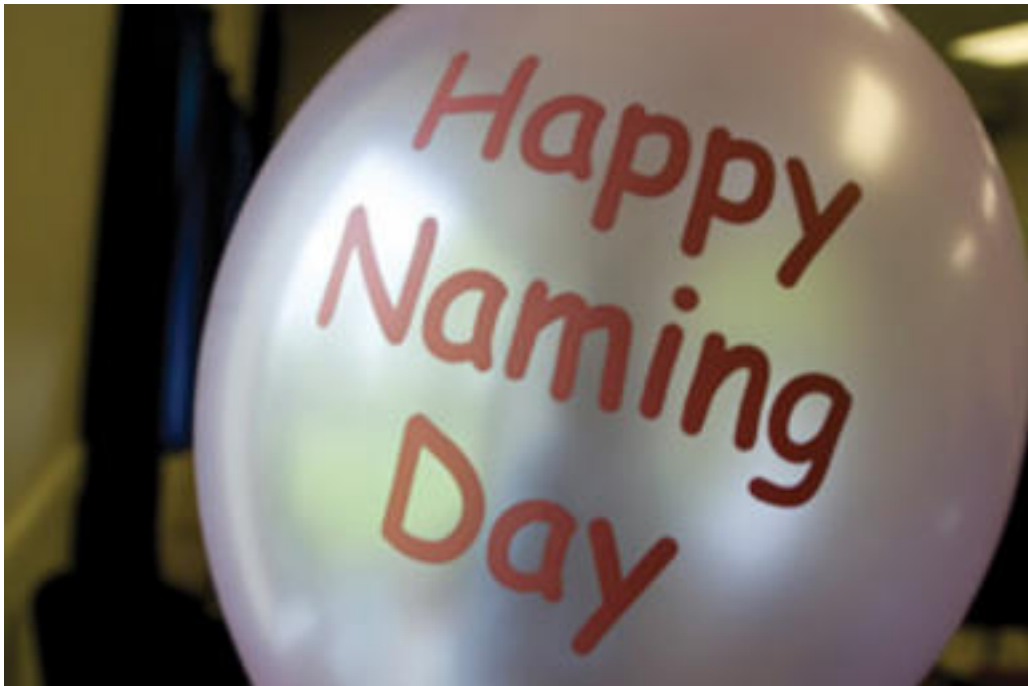
19. Feature your customer.

Whether it's in a company newsletter, podcast or webinar, featuring your customer with a photo and description of their business is like giving them free advertising – who wouldn't want that!!!



20. Name something after them

It doesn't have to be the wing of a hospital or university, but naming an award, product, promotion or campaign after them is a unique way of recognizing their contribution!



21. Send them a sweet treat

Almost everyone LOVES getting a treat in the mail. Imagine receiving a box of brownies or cookies in the mail? Especially if it's unexpected!!!

Now imagine the impact it has when your customer receives brownies in the mail at his office or place of work. Do you think he shares them with others? Will he tell others about you? Of course! This is called Sweet Gratitude!



22. Send a greeting card at unusual times

Lots of businesses send out Holiday greeting cards. When was the last time you received a card from a business on Halloween? Valentines? April Fools? Thanksgiving?

By sending out cards at unusual times, your communications don't get lost in the masses and you stand out from the others!



Inside the card might read something like this:

**It's no Trick
It's a Treat**

To have you as a customer!

Courtesy of SendOutCards

23. Give a hug or a smile

Sometimes a hug or a smile is all that is needed. Although it's very personal – it might be just the ticket!

I remember many days in my retail store where customers would tell me their stories – some good, some sad. Sad stories deserved a comforting hug; good stories deserved a great laugh! Share the feelings.

Courtesy of Pink Sherber Photography



24. Invite them to do something you know that they have always wanted to do!

When you know your customer REALLY well, you know their deepest desires. In “The Thank You Economy”, Gary Vaynerchuk tells how he uses social media to learn about clients’ wine preferences!

What can you glean from paying attention to your client’s social media? You might be surprised what you learn about them so that you can truly personalized your appreciation!

Courtesy of heatheronhertravels



25. Compliment them

Giving a compliment to a customer – on a talent, skill, or strength that you admire – is a wonderful gift.

Compliments must be heartfelt and truly sincere.

For example, I notice that you always have the best looking handbags!
You certainly have an eye for choosing great accessories!



26. Say it in another language

Thank you can be said in so many languages. Perhaps you know that your customer's heritage is French – say MERCI.

Using your knowledge of your customer's background shows that you truly care and that you have truly learned about your customer. Your knowledge will be appreciated!

Courtesy of Doc Rebe Media



27. Pick up the phone

Today our customers are bombarded with messages – emails, newsletters, advertisements, and many more. Sometimes it’s just nice to hear a friendly voice on the phone – not asking for anything.

Once in a while, just pick up the phone and say hello to your customer. Keep it short and simple but friendly, upbeat and without a word of sales or marketing! Put some thought into the phone call before dialing – talk about their team or inquire about their family trip. By making it personal, they will appreciate your time and



favorite hockey about their last making it will appreciate gesture.

Conclusion:

You will notice that through this booklet, there was ONE common word: give! **Give** books, give gifts, give referrals, give of yourself.

Gratitude is about giving. And heartfelt giving doesn't come easily for many people. It's a habit that has to be developed. It takes effort!

Gratitude also must be authentic. Although you can simply express your gratitude – you must make it specific i.e. you appreciate Dave because he always asks about your family.

Gratitude is also about reciprocity. You give to your customers – they will give back to you with more purchases and endless referrals. What does that mean to your business? More profits!!

When are you going to start including gratitude in your marketing strategy?

In gratitude,

Diana



Diana Lidstone, Business Accelerator

After almost four decades in business and working globally with coaches, consultants, and other service-based experts, Diana Lidstone has helped thousands of entrepreneurs and professionals accelerate growth and explode profits. Her work embodies #worklessprofitmore!

*She is a sought-after business and marketing strategist known for her straight talk, no BS approach. She is a best selling author, international speaker and podcast host. Her podcast, **Work Less PROFIT More** contains tips, strategies & interviews to help lawyers, accountants, financial advisors and other experts work less while paradoxically earning more profit.*

Diana and her husband love boating in the Thousand Islands, Canada. She is often found walking her dog and drinking champagne (not at the same time)!

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www.dianalidstone.com